

Mayors Strategic Opportunities Advisory Team 2018
 (Meeting Minutes: January 29, 2016)
 3:00 PM EST | Kick Off Meeting

Members	Status
Elizabeth Cromwell - Frederick Chamber of Commerce	Present
Natalie Cioffi - Spanish Speaking Community of MD	Present
Cathy Anderson -	Present
Jon-Mikel Bailey - Wood Street	Present
Adam Frank- FCPS	Present
Noel Gergel - Comcast	
Carole Heine - Potluck.chat	Present
David Kaye - Tyler-Donagan-Duncan Real Estate	Present
Jeff Keilholtz - Carey International	Present
Melissa Muntz - Tourism Council of Frederick County	
Mike Pritchard - Frederick Community College	Present

Proceedings:

- Meeting called to order at 3:01 p.m. by E. Cromwell

Introduction:

- E. Cromwell explained the *purpose of the Advisory team and how this workgroup is one of four workgroups under the Advisory team.*
- Members of team expressed concerns on how Frederick is perceived or viewed in regards to what "brand" the city represents & how we "the team" may be able to identify areas of focus to improve branding and outbound messaging.
- Members expressed concern with technology and navigation of the city's website for residents. (Being able to find NAC meetings, etc.)
- Members discussed how we can use current resources and city staff to leverage their specialties for better outbound communication.
- Members discussed possibilities of a mission statement for the work group.
 - ***"Identify Communication Assets to Determine Effectiveness and Highlight Areas of Success and Necessary Improvements."***
- Team discussed interviewing "homework" for members to present at next meeting regarding influential partners and the strengths and opportunities their positions possess:
 - K. Anderson to interview City of Frederick staff responsible for website.
 - J. Keilholtz to interview Phyllis Haines on election board.
 - C. Heine to interview Weinberg Center communication staff.
 - E. Cromwell to interview Richard Griffin re: Frederick Municipal Airport communication
 - D. Kaye to interview Michelle Bowman from Frederick Police Dept. (NAC)
 - A. Frank to interview Lance Duval of video services of Frederick

Closing:

- Meeting adjourned at 4:04 p.m.